



**Job Title:** Internship – Web and Graphic Design Support  
**Reports:** Director of Marketing  
**Department:** Marketing

**FLSA Status:** Non-exempt

**Summary /Overview:** The Web/Graphic Design intern will be part of the Access Health CT Marketing Department Team. S/he will learn how the Connecticut Marketplace, Access Health CT (AHCT) was created by the Affordable Care Act (ACA) to serve as an online tool for Connecticut consumers to purchase health care insurance. AHCT is a quasi-public agency guided by federal regulations and supported by the CT Legislature and other elected officials. The Lieutenant Governor is the Chair of the AHCT Board of Directors. The Marketing Department is essential to increasing the number of insured Connecticut residents.

This internship will provide the applicant with a variety of tasks that may range from creative design, technical design, business branding, collateral print design and content updates. Maintaining, managing and potentially automating social networking sites. This position reports to the Director of Marketing.

#### **Essential Duties and Responsibilities**

- Archive current brand assets and identify opportunities to build upon them for summer outreach.
- Assist with the creation of social media assets to support AHCT's Summer Outreach effort; platforms include Facebook, Twitter, YouTube, Instagram, and Google+.
- Assist with the organization of content for AHCT's web presence. This requires working with content management software (e.g. Word Press), Facebook, Twitter, Instagram, and coordinating with internal IT resources.
- Assist with the maintenance of a consistent and simplified look, feel and tone throughout all web and social properties.
- Assist with summer outreach events at various locations throughout the State.

#### **Requirements**

- Second or third year undergraduate.
- Self-directed.
- Graphic design or a sincere interest in learning skills in Adobe Creative Suite, particularly InDesign and Photoshop.
- Basic knowledge of MailChimp, Constant Contact and other leading email marketing platforms to assist in contact maintenance.
- Knowledge of social media platform content types including requirements for visual assets IE: share graphics, videos, etc.
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access)
- Strong attention to detail.
- Ability to juggle multiple and varied tasks.
- Experience with WordPress and HTML a plus
- Demonstrated interest in health care industry; pursuing a degree in Visual Arts, Graphic Design, Digital Animation, or related field.

**Physical Demands:** the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, use hands to type data, and utilize a phone or other electronic communication devices. This employee may occasionally have to operate business machines. Specific vision abilities required in this job include close vision and the ability to adjust focus.

**Work Environment:** this is an in office role in which the noise level in the work environment is usually low. May require occasional travel.

*Access Health CT is an EEO and Affirmative Action Employer*